

From: Daragan, Karen on Wed, Nov 15, 1995 8:28 PM

Subject: Waxman -believe it or not/CRS'

To: Boland, James; Borelli, Thomas; Crawford, Derek; Firestone, Marc; Han, Vic; Lattanzio, Ted; Nicoli, David; Scott, Gregory; Sorrells, John; Winokur, Matt; Woodward, Ellis  
Cc: Coughlin, Mary; Laufer, David; McCormick, Brendan; McDaniel, Janice; Merlo, Ellen

In light of below note, here's an FYI on some of the things we're doing, to complement others' efforts, to get The PROPER spin out on the CRS report:

- **Ag:** We are using the Burley Market Opening on Monday as a news hook for growers to talk about the CRS Report/OSHA and the broader issue of the unsubstantiated attack on and overregulation of tobacco. (Per McCoughlin's earlier note, as part of our FDA grass-roots communications plan, four press conferences are scheduled to take place in Shelbyville, KY, Lexington, KY, Galatin, TN and Asheville, NC. The sponsors are The Council for Burley Tobacco, the TN Farm Bureau and the Western NC Burley Association. We are anticipating Ford, McConnell, Ward, Baisler, and Gordon to participate in the press conferences.) We are in the process of producing a VNR that highlights the opening of the burley market with footage from the press conferences and soundbites from the above Senators/Congressmen plus other growers on how over-government regulation is hurting tobacco farmers. All of the above mentioned are being contacted (through the Burley Council) about being taped for the VNR. So far we have received a positive response from Ward and Ford, and will continue throughout the week to finalize logistics. Understand from JB that KY Farm Bureau put out a release on CRS. We will contact them as well for participation. We hope to put B-roll out on Monday in the grower states and a packaged news piece on Tue to a broader distribution. Based on who we get and what the final looks like, could go national! Again, the VNR, like the press events, will be the Burley Council's. Press releases distributed on their behalf and photos opps will be staged as well at the events.

- **Hospitality:** The Accommodation Program is meeting with ISRAE (State Restaurant Association Execs) at their annual meeting this week. Info about the CRS report will be dropped into the formal remarks to the group and copies of the report with Ford's letter and release will be distributed selectively and discussed throughout the week. A mailing will probably be sent to all AP members with an update on the study/OSHA, encouraging participants to write their Congressmen/OSHA. A copy of the NRA release would be helpful to circulate as well. In addition the CRS study and Ford's letter will be prominently featured in the upcoming AP Newsletter.

- **Trade Media:** We will tap into all of the contacts we have built among the restaurant, beverage, hotel, bowling trade media and share with them this new study and offer them spokespeople from the above state associations and AP participants. We'll also turn them on to NRA and Licensed Beverage folks at nat'l level. OSHA was a favorite topic among these publications and we believe we can generate some good stories on this latest development.

- **MAN/columnists:** We are blast faxing the M.A.N. consultants the entire package and asking them to reach out to opinion media, columnists and other editorialists/local watchdogs that have expressed interest in the sound science issue and the ETS topic. We are beyond the "newsmaking" stage of this thing, but hope to generate some opinion pieces/features on the local level, much like Borelli is attempting among the national conservative media and syndicated columnists.

- **Feature in Smokers Advocate, PM Newsline and other newsletters.**

Last but not least, question....is TASSC involved/engaged? Are they doing anything with this and can we use them as a media referral?

Jim, please forward any other third party releases/statements asap. Thx. KD.

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